



cc: [Signature]



LEO BURNETT MEDIA

Facsimile Cover Sheet

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Date:	8/5/97
Pages including this cover page:	17

Comments: Rita -

Attached, once again please find the Merit 1998 Media planning options. These are roughly the same options as originally faxed to you last week. One revision made was switching the order of Option #3 and #4. Now our recommended Option is #4 (to serve as a nice building point for the incremental Option #5). Additionally, per your direction, we added into the media mix a Supplement to be used in February (on-sale) to boost the print reach to 80.

We have given this information to client service and they will forward it to the Merit PM Brand team today. We will talk to you later today to confirm the time of the conference call tomorrow.

Thanks,

Amy & Jennifer

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